814 King St Smart Media Group - Alexandria

Pat McCrory /R/ Governor/ NC Submission Number 394 Issue 5

Alexandria VA 22314



WSPA-TV

250 International Dr. Spartanburg SC 29303-6698 (864) 576-7777 FAX (864) 587-4480

Submission Cost: 7225 Campaign Ref: E:120703005 Copy

Schedule Dates: 09/17
Est./PO Number: 0621
Associated Coples: No Buyer: 09/17/12 to 09/23/12 06217483 Pat McCrory /R/ Governor/ NC Client/Product/Estimate: MCCRO /ORDR /917923 Contract type: Political Sales Rep: Order Ref: Business Category: Transactional **Business Type:** POLITICAL 06217483 HRP Washington, DC

Cllent:

Demographic: Product: (L) Household McCrory 4 NC Gov Order: Booking Group: WSPA Key Market: Greenville Spartanburg Ashevil

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	W-r #-op suage suay		W-F 4-sp Juage Juay		Sat 9-10p		Sat 8-9p		M	M T A So Tidao Tida	W	M-F 3p E1 / 2p C1 Let's Make A Deal		W-r 4-op Juage Juay	7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	E E C C Let's Make & Deal	Sales Product Details
	22		2		06		06		04			05		04		5	Rev Type
Weekly					T		·									····	
Weekly Totals: Total Spots(Ord Spots) Closed PR	85		85		400				85			85		225		150	Rate
(Ord Spots)	30	Comme	30	Comme	30	Comme	30	Collille	30	COLLINIO	Commo	30	Comme	30	Comme		Spot Type
	Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots			Nbr of Spots		Nbr of Spots		Nbr of Spots	
34	_		_									1		1			09/17
34	12								u.i.			1		1		-1	Total
	85		85		400				85			85		225		150	Cost

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		05		06		04		05		06		05		9		G		6	3	04		Rev Type					
	Weekly																							Contract type:	Weeks:	Client/Product/Estimate:	Submiseion Cost:
Closed PR	Weekly Totals: Total Spots(Ord Spots	275		600		100		100		120		900		250		250		170		85		Rate		1		MCCRO /ORDR /917923	
	s(Ord Spots)	30	Comme	8	Comme	30	Comme		Comme	30	Comme	30	Comme	30	Comme		Comme		Comme	30	Comme	Type	1	Polítical		917923	7225
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	i i	Nbr of Spots		Nbr of Spots				Business Type:	Order Ref:	Sales Rep:	Campaign Ref:
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-1	34	1				->				_		-1		1		-1		1				Total	- Idiloactoliai	POLITICAL Transactional	17483	HRP Washington, DC	E:120703005
		275		600		100		100		120		900		250		250		170		85		Cost			 	DC	

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Submission Cost: 7225 Campalgn Ref: NCCRO /ORDR /917923 Sales Rep: 09/17/12 to 09/23/12 Weeks: 06217483	POLITICAL y: Transactional	Business Type: POLITICAL Business Category: Transaction:	Political	contract type:	No	Associated Copies: No
NC Submission Cost: 7225 Campaign Ref:	HRP Washington, DC 06217483	Sales Rep: Order Ref:	MCCRO /ORDR /917923	Client/Product/Estimate: Weeks:	., . 09/17/12 to 09/23/12 06217483	Schedule Dates: Est./PO Number:
	E:120703005	Campaign Ref:	7225	Submission Cost:	NC	Client

	<u></u>	_			Closed FX				
	34	34		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly			
1200	1	1	Nbr of Spats	30	1200		06	Wed 930-11p ET / 830-10p CT Big	28 V
				Comme					
100	-	1	Nbr of Spots	30	100		04	M-F 6a News	27 N
				Comme				× 4000	
45	1	1	Nbr of Spots	30	45		04	M-F 5a News	26
				Comme					
140	1	_	Nbr of Spots	30	140		12	M-F 1230-2p ET CBS Soaps	25
				Comme					
120	1	3	Nbr of Spots	30	120	<u> </u>	06	M-F 1135p ET / 1035p CT Late Show	. 24
				Comme					
100	1	-1	Nbr of Spots	30	100		2	M-F 6a News	23
				Comme					
45	1	1	Nbr of Spots	30	45		04	W-F 5a News	2
				Comme					
140	1		Nbr of Spots	30	140		12	WIT 1230-2p El CBS Soaps	<u> </u>
				Comme				110000	
120		_	Nbr of Spots	30	120		8	W-F 1135p E1 / 1035p C1 Late Show	20
				Comme					
275	1	1	Nbr of Spots	30	275		04	Sunday Morning News	19
				Comme					
Cost	Total	09/17		Spot Type	Rate		Rev Type	Sales Product Detalls	Ref
	ITICAL sactional	ory:	Business Type: POLITICAL Business Category: Transactional	Political		Contract type:		Associated Copies: No	Associated Copie
DC .	HRP Washington, DC 06217483	HRF 0621	Sales Rep: Order Ref:	117923 1	MCCRO /ORDR /917923 1	Client/Product/Estimate: Weeks:			Schedule Dates:
	E:120703005		Campaign Ref:	7225		Submission Cost:		NC	Client
Copy								Dat Macron (D) Comment	

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Submission Number 394 Issue 5



WSPA-TV 250 International Dr. Spartenburg SC 29303-6698 (864) 576-7777 FAX (864) 587-4480

Buyer: Schedule Dates: Est./PO Number: Associated Coples:	NC ates: 09/17/12 to 09/23/12 mber: 06217483 Coples: No		Submission Cost: Client/Product/Estimate: Weeks: Contract type:	7225 MCCRO /ORDR /917923 1 Political	7225 /917923 1 Political	Campaign Ref: Sales Rep: Order Ref: Business Type: Business Catego	ž	E:120703005 HRP Washington, DC 06217483 POLITICAL Transactional	DC
-						business category: Transactional	agory: Iran	sactional	
Ref	Sales Product Details	Rev Type		Rate	Spot		09/17	Total	Cost
T.	Brother				- ype				
	W				Comme				
29	M-F 1135p ET / 1035p CT Late Show	90		120	30	Nbr of Spots			120
					Comme				
30	W-F 12p News	6		100	30	Nbr of Spots		_	100
	***				Comme				
3	M-H 6a News	94		100	30	Nbr of Spots		_	100
					Comme				
32	MTWTE	05		85	30	Nor of Spots	2	2	170
					Comme				
Mkg 2	Sat 8-9p	66	1	400	30	Nbr of Spots	>	1	400
丄	-				Comme				
<u>4</u>	M-F 4-5p Judge Judy	2		85	30	Nbr of Spots	1	-3	85
- 37	3VI.				Comme				
			Weekly	Weekly Totals: Total Spots(Ord Spots)	Ord Spots)		34	34	
				Closed SR			-		

Grand Totals

Ref

Sales Product

Sat 8-9p

:30 Commercial Spot Type

09/17/12 Pre-empt Date

Closed Pre Emption

Status

Pre-empt Value

Makegood Line(s) (Dates)

Makegood Ref 0000172276

Campaign Ref

400.00 33 (09/22)

Pre-emption Summary

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Page
9
1

	Totals	Month 9 Weeks: 5	
-	Totals	09/17	
Spots		34	
Cost		7225	
Grand Lotals:		Spots:	
		Gross Total:	7,22
		Commission:	1,083.75
		Net Total:	6,14